WHAT IS CLAIMED IS:

- 1. A method for the preparation of a non-finished textile component comprising the steps of providing a non-finished textile component, saturating said textile component with an aqueous bleaching solution comprising hydrogen peroxide and a hydrophobic bleaching agent, and allowing said bleaching solution to remain in contact with said textile component for a period of time sufficient to bleach said textile component wherein the resultant treated textile component has a whiteness value on the CIE index of at least about 70 or a fiber degradation increase of less than 25%
- 2. The method as claimed in Claim 1 wherein said hydrophobic bleaching agent is a hydrophobic bleach activator or a hydrophobic pre-formed peracid.
- 3. The method as claimed in Claim 2 wherein said bleaching solution comprises hydrogen peroxide and a hydrophobic bleach activator selected from the group consisting of:
 - a) a bleach activator of the general formula:

wherein R is an alkyl chain having from about 5 to about 17 carbon atoms and L is a leaving group:

b) a bleach activator of the general formula:

or mixtures thereof, wherein R¹ is an alkyl, aryl, or alkaryl group containing from about 1 to about 14 carbon atoms, R² is an alkylene, arylene or alkarylene group containing from about 1 to about 14 carbon atoms, R⁵ is H or an alkyl, aryl, or alkaryl group containing from about 1 to about 10 carbon atoms, and L is a leaving group;

c) a benzoxazin-type bleach activator of the formula:

$$R_3 \xrightarrow{R_2} C \xrightarrow{0} C - R_1$$

wherein R_1 is H, alkyl, alkaryl, aryl, arylalkyl, and wherein R_2 , R_3 , R_4 , and R_5 may be the same or different substituents selected from H, halogen, alkyl, alkenyl, aryl, hydroxyl, alkoxyl, amino, alkylamino, -COOR₆, wherein R_6 is H or an alkyl group and carbonyl functions;

d) a N-acyl caprolactam bleach activator of the formula:

wherein R⁶ is H/or an alkyl, aryl, alkoxyaryl, or alkaryl group containing

from 1 to 12 carbons; and

e) mixtures of a,b,c and d

The method as claimed in Claim 3 wherein said hydrophobic bleach activator is a bleach activator selected from the general formula:

wherein R is an alkyl chain having from about 7 to about 12 carbon atoms and L is a leaving group the conjugate acid of which has a pKa from about 4 to about 13.

5. The method as claimed in Claim 4 wherein said bleach activator is an alkanoyloxybenzenesulfonates of the formula:

$$R_1$$
- C - O - SO_3M

wherein R_1 is an alkyl group having from about 7 to about 11 carbon atoms and M is a suitable cation.

- 6. The method as claimed in Claim 1 wherein said bleaching solution further includes an ingredient selected from the group consisting of wetting agents, sequestering agents, stabilizing agents, desizing agents, scouring agents and mixtures thereof.
- 7. The method as claimed in Claim 3 wherein said bleaching solution contains from about 1 to about 20 g/L of hydrogen peroxide.
- 8. The method as claimed in Claim 3 wherein the molar ratio of hydrophobic bleach activator to hydrogen peroxide in said bleaching solution ranges from about 1:1 to about 1:50.

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The method as claimed in Claim 1 wherein said textile component to remains in contact with said bleaching solution for from about 15 to about 180 minutes.

10. The method as claimed in Claim 9 wherein said bleaching solution is at a temperature of from about 20 to about 90 °C.

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The method as claimed in Claim 8 wherein said bleaching solutions is at a temperature of from about 50 to about 80 °C and said textile component remains in contact with said bleaching solution for from about 30 to about 60 minutes.

- 12. The method as claimed in Claim 1 wherein said bleaching solution further comprises from about 0.5 to about 20 g/L of sodium hydroxide.
- 13. The method as claimed in Claim 8 wherein the ratio of said bleaching solution to said textile component is from about 5:1 to about 100:1.
- 14. The method as claimed in Claim 1 wherein said textile component experiences a fabric strength reduction of less than about 10% during said method.
- 15. The method as claimed in Claim 12 wherein said treated textile component experiences a fiber degradation incease of less than about 25%.

- 16. The method as claimed in Claim 1 further comprising the step of de-sizing said non-finished textile component prior to contact with said bleaching solution.
- 17. The method as claimed in Claim 1 further comprising the step of scouring said non-finished textile component prior to contact with said bleaching solution.
- 18. A method for the batch preparation of a woven textile fabric comprising the steps of:
 - a) providing an incoming non-finished woven fabric;
- b) passing said fabric to an aqueous bleaching solution, said bleaching solution comprising a mixture of hydrogen peroxide and a hydrophobic bleach activator or a pre-formed hydrophobic activator, heating said bleaching solution to a temperature of from about 20 to about 90 °C and allowing said bleaching solution to contact said fabric for a period of time of from about 15 to about 180 minutes.
- 19. The method as claimed in Claim 18 wherein said bleach activator is an alkanoyloxybenzenesulfonates of the formula:

$$R_1$$
- C - O - SO_3M

wherein R₁ has from about 5 to about 17 carbon atoms and M is a suitable cation.

- 20. The method as claimed in Claim 18 wherein said bleaching solution further includes an ingredient selected from the group of wetting agents, sequestering agents, stabilizing agents, de-sizing agents, scouring agents and mixtures thereof.
- The method as claimed in Claim 18 wherein said bleaching solutions is at a temperature of from about 50 to about 80 °C and said textile component remains in contact with said bleaching solution for from about 30 to about 60 minutes.
- 22. The method as claimed in Claim 18 wherein said bleaching solution contains from about 1 to about 20 g/L of hydrogen peroxide.

23. The method as claimed in Claim 18 wherein the molar ratio of hydrophobic bleach activator to hydrogen peroxide in said bleaching solution ranges from about 1:1 to about 1:50.

The method as claimed in Claim 18 wherein said textile component to remains in contact with said bleaching solution for from about 30 to about 60 minutes.

- 25. The method as claimed in Claim 18 wherein said bleaching solution is at a temperature of from about 50 to about 80 °C.
- 26. The product produced by the process of Claim 1.
- 27. The product produced by the process of Claim 18.
- 28. A substrate comprising a collection of non-finished bleached textile components wherein said substrate has a whiteness value on the CIE index of greater than about 70 and has experienced a fabric strength reduction of less than about 10%.

The substrate-as claimed in Claim 28 wherein said treated textile component experiences a fiber degradation incease of less than about 25%.

- 30. The substrate as claimed in Claim 28 wherein said substrate has a wettability index of less than about 10%.
- 31. A method for improving the wettability loss of textile components comprising the steps of:
 - a) providing an incoming non-finished woven fabric;
- b) passing said fabric to an aqueous bleaching solution, said bleaching solution comprising a mixture of hydrogen peroxide and a hydrophobic bleach activator or a pre-formed hydrophobic activator, heating said bleaching solution to a temperature of from about 20 to about

90 °C and allowing said bleaching solution to contact said fabric for a period of time of from about 15 to about 180 minutes.

- 32. The method as claimed in Claim 1 wherein said resultant treated textile component has a whiteness value on the CIE index of greater than about 70.
- 33. The method as claimed in Claim 1 wherein said non-finished textile component fibers selected from the group consisting of cotton, linen, jute, wool, silk, rayon, lyocell and combinations thereof.